



CITY OF LINCOLN
NEBRASKA

MAYOR COLEEN J. SENG

The Mayor's Community Development Task Force presents the...

Russ's Market Façade Improvement

Nominated for Lincoln's

2006 Community Development Week Award



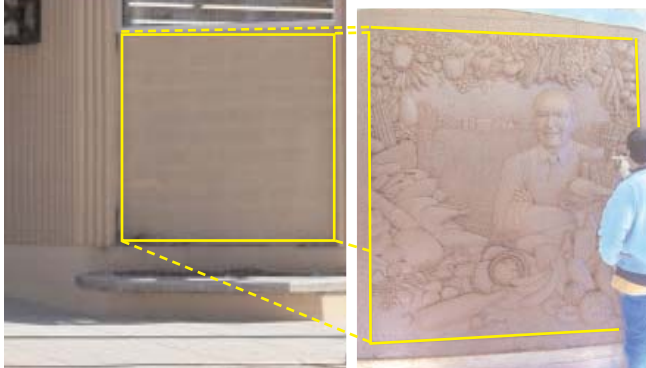
In 1994, one of the major strategies of the Near South Target Area Plan was to give the commercial area on South 17th Street a "district identity." At the time, the Russ' Market (formerly known as B & R), at 17th and Washington Streets, wasn't in a position to participate the streetscape improvements that took place then, but the idea was planted. Now, ten years later, the idea has borne fruit – Russ' Market facade improvements are almost complete and they do, indeed, reflect the "district identity" that the neighborhood visualized.

In the past ten years, Russ' Market has moved forward with changes in stages. The store incorporated the corner drug store, allowing them to expand their store interior. Now, using a \$55,000 Facade Improvement loan, the store exterior has

been improved to better reflect the "district identity," including:

- ♦ Awnings and faux windows along 17th Street. Although not yet totally completed, the faux windows will exhibit scenes of historic Lincoln grocery stores.
- ♦ Sculpted mural at the corner of 17th and Washington, depicting Russ Raybold, founder of Russ' Market, surrounded by a cornucopia of groceries. Although the mural is finished, it will not be placed until April due to the busy schedule of the artist, Jay Tschetter.

The next phase of improvements will include awnings and facade treatments on the east side of the building and parking lot improvements. The entire project will cost \$1.16 million and reflects the store owner's commitment to the location and to the concept of neighborhood grocery stores.



AFTER

For more information about other community development projects in Lincoln, contact the City's Urban Development Department, at 402-441-7606 or email: urbandev@lincoln.ne.gov



BEFORE

